

SYSTEMS AND METHODS FOR PROVIDING
PROMOTIONS WITH RECORDED PROGRAMS

Abstract of the Disclosure

The invention provides systems and methods
5 for providing promotions with recorded programs. These
systems and methods provide for selecting a program to
record, selecting a promotion, recording the selected
program; and recording the promotion with the program
or inserting the promotion during playback of the
10 recorded program. The invention also provides a
receiver for receiving signals and/or data (e.g.,
programs, promotions, program guides, etc.) on a single
broadcast channel or on a plurality of broadcast
channels, one or more memory storage units for storing
15 signals and/or data, and a processor for selecting a
program, selecting a promotion, causing selected
programs to be recorded, and controlling the insertion
of promotions into a program during recording of the
program or during playback of the program.